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SHOUT
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P-7

Premier
Frost Proof
Early

W.F. Allen Co.
Salisbury, Md

Allen's

Book of Berries

1958

LIBRARY
RECEIVED
★ JAN 6 1958 ★
U. S. Department of Agriculture

Catskill
KING
of the
MIDSEASON
KINDS

P.C 2

Empire "Sure-fire" for northern states

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U. S. Department of Agriculture

P.O

Fairfax

The Garden Berry Deluxe!

Supreme in Quality!

Beautiful Berry Beds. These are Pocahontas.

THE PLANT SITUATION — 1958

Virus free plant stocks have again proved their outstanding value. In spite of the driest summer since 1930 these stocks have produced a fairly adequate supply of strong plants. The total supply is probably not much over half that of last year but growers who place their orders early should have little trouble getting most of the varieties they want.

Quality: We had plenty of rain from mid-August through September and October. Because of the fact that there will be far less plants per row than normal the individual plants will be larger than usual, strong and well rooted. This always happens when beds are thin, as with varieties which normally make very few plants. Growing conditions caused a decrease in total number of plants for nursery stock but not in their size and vigor.

Variety Differences: The supply of some varieties will be much less than others. Generally varieties which make plants freely recovered from the drought in time to make lots of late runners and plants. Conversely, varieties which normally make few plants did not recover in time to make many late runners and plants.

Supplies: Fairly adequate supplies are available in the following varieties: Blakemore, Dixieland, Fairfax, Florida 90, Stelemaster, Catskill, Pocahontas, Redglow, Surecrop, Armore, Robinson, Sparkle, and Tennessee Beauty. In the **very short** list we find Earlidawn, Empire, Midland, Redstar and Superfection.

Buyers of large quantities may have trouble locating all they need of a given variety but the average grower who plants one to two acres or less should be able to get what he needs, except those listed as **very short** in the paragraph above.

New Varieties: Jerseybelle (from New Jersey), Surecrop, Redglow and Earlidawn (from U.S.D.A.) all gave a good account of themselves outside the drought area. They are well worth trying, Surecrop being especially valuable in areas where red stele is serious.

Registered Plants: All the varieties we are offering are grown from virus free stocks except seven minor kinds. Growers of virus free plants in states where competent inspection services are available are entitled to label their stock **"Registered,"** if they meet certain strict requirements as to soil fumigation, foundation stocks, isolation, dusting, etc. All of our virus free varieties have met these requirements and will be labeled and sold as registered plants. We hope that W. F. Allen Co. will receive your orders for plants this year, but in any event we strongly recommend that you buy your planting stock from a grower who meets the requirements for registered plants. Such stock will pay you.

ALLEN'S PLANTS, standard of the industry for 73 years, are still your best bet for big crops of better berries.

PICKING THE WINNERS

A Bird's eye View of the Best

Early

PREMIER

The safe early strawberry. Popular. Frost Proof. Has never missed a crop. Very productive in all northern states. After 43 years still widely planted in the north. Catskill, Sparkle, Empire and Robinson now compete strongly.

EMPIRE

A new one from New York, making a fine record in Premier territory. Empire excels Premier in size, quality, firmness and beauty; equal in vigor and productiveness.

FAIRFAX

The top quality berry. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted, north and middle south. Where quality tells Fairfax sells!

BLAKEMORE

A great shipping berry for the southern and lower middle states. Most widely grown of all varieties. Light, tart, firm and attractive. Experts predict **DIXIELAND** will largely replace Blakemore. Dixieland berries larger than Blakemore, equal for shipping and processing.

MIDLAND

Plants from virus free stocks are now available, and they grow! For vigor, size, quality, productiveness it is close to the best. Very Early.

Midseason

CATSKILL

The leading midseason berry. Heaviest producer of any leading variety—more big berries. Good quality, firm, attractive, excellent for freezing. Virus free plants now available regain original Catskill vitality and productiveness. Adapted from Canada south to Missouri and North Carolina. Best midseason berry—it's safe.

POCAHONTAS

Strongest grower on our list—healthy too. Berries light, large, firm, tart, attractive and oh so many! In two years Pocahontas popularity has zoomed in the north as well as the middle states.

Late

TENNESSEE BEAUTY

Usually our most profitable commercial berry. Our favorite of all recent introductions. Excellent for home garden, super-duper for freezing. Adapted middle south to middle north. Our record here: 12,700 quarts per acre.

ROBINSON

Berries very large, light, attractive. They bring top prices. Becoming very popular in the northern and upper middle states. Plants easy to grow, very productive. Profitable.

SPARKLE

Extra vigorous virus-free plants now available. Red stele resistant. A quality and quantity producer for northern states. Very vigorous, very productive. Berries medium size, excellent quality, rich red clear through—popular for freezing.

Very Late

REDSTAR

The latest real good berry and the best real late berry. Fancy berries at high prices ten days after others have finished.

Everbearing

SUPERFECTION

World's greatest everbearer. Our first choice of them all because it is easiest to grow and most productive of fall berries. Your best bet for berries this year.

A few short years ago we advertised vigorous, healthy strawberry plants with strong crowns and well developed roots, carefully labelled and packed to reach you in good growing condition. These things are still necessary but they fall far short of the standards now required to produce Allen's Winning Plants.

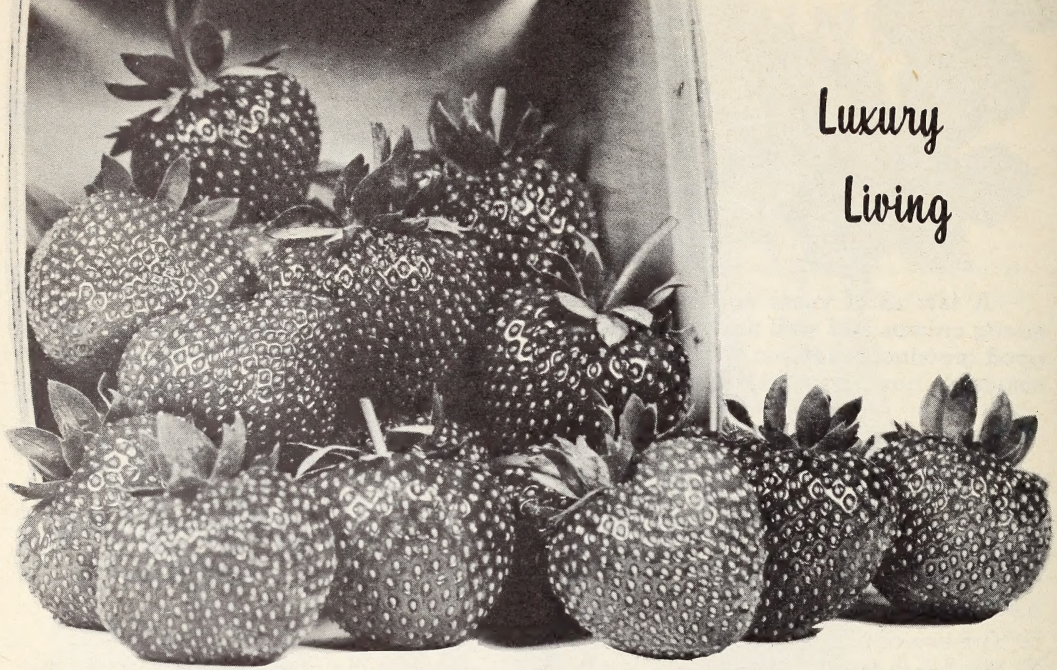
ALLEN'S WINNING PLANTS

Greater advances have been made in the improvement of strawberry planting stock in the last eight years than in the previous fifty years. Allen's plants have kept pace with these advances. The improvement program now includes ten points, nine of them new in the last ten years.

1. The use of planting stocks from **virus free sources.**
2. **Twelve to fourteen dustings** to kill the aphis which is the carrier of virus organisms. Virus free stock must be kept virus free.
3. The **isolation of this stock** from varieties where virus free plants are not yet available and from other fields of ordinary plants in the community.
4. Provide a **screen house** from which constantly a basic stock of indexed virus free plants may come.
5. **Heat treatment** of planting stock was used to kill nematodes, both root knot and meadow, in 1955-1956. Tremendous reduction in nematode population was achieved, so much so that it was thought best to eliminate this dangerous heating procedure and depend on clean planting stock plus fumigation. Early examinations indicate that the 1958 plant stock is the cleanest ever.
6. **Soil Fumigation.** Our 1958 stocks have been grown in soil fumigated twice at full strength each time in the fall, and twice more during the growing season. Total cost about $140.00 per acre for fumigation alone—but worth it to users of strawbery plants.
7. The use of **abundant plant food.** We use about 1500 lbs. per acre to keep them growing at their best.
8. A **minor element mixture** is added to the fertilizer to avoid the possibility of any weakness resulting from any minor element deficiency.
9. **Cholorodane** is added to the fertilizer to kill ants, cutworms, grubworms, etc. which might kill or weaken the plants.
10. **Constant inspection** to make sure that planting stock is **free from red stele** and that the soil in which they are to be planted is also clean.

For best results from your own efforts in growing berries we hope you will use planting stock grown under the preceding rigid schedule. USE ALLEN'S WINNING PLANTS. THEY ARE REGISTERED.

You as a berry grower cannot afford to do all of the above but you should insist that your plant grower do them for you. By renewing your planting stock every year or two you can realize most of the benefits from the above program.



Luxury Living

The **beauty, taste** and **healthfulness** of strawberries would rate them as a luxury but actually it need not be so, because they are so easy to grow and can be produced in such a small space.

Experience is not necessary in growing nice strawberries. Beginners can grow them successfully and profitably. For every family who has a small plot of ground available a strawberry garden is a "must." It can be in your own garden or part of a vacant lot close by.

Strawberries are not only a delicious and healthful food but they provide an unsurpassed source of vitamin C. They are enjoyed in many ways—fresh from the vines, sugared down, in preserves and jam. And of course the popular strawberry shortcake which ranks with apple pie as a national favorite. Frozen berries provide a way to lengthen the all too short berry season and to enjoy that "fresh" flavor the year round.

Three quarts per plant. They are tops!

New Haven Co., Conn. June 23, 1957. "I bought 25 Premier and 25 Catskill plants from you in April, 1956, and picked 165 quarts from them this spring. That is better than three quarts per plant which is really good with a really dry season. I think that your plants are tops and in the spring of 1958 I intend to order more Catskill and possibly Empire." FRANK A. RUSSELL.

Couldn't believe what he saw!

Clinton Co., Ind. March 15, 1957. "We ordered 100 plants two years ago and last year they were the most wonderful you could imagine. So many berries and so large and of such fine quality. Everyone just couldn't believe what they saw." ROBERT J. LIPP.

Lots of berries for a family of six.

Tuscarawas Co., Ohio. Feb. 17, 1957. "In the spring of 1955 I purchased 25 plants of the Fairfax variety. These plants did wonderful and produced the type of expected berries in 1956. I have tried other plants but none meet the quality received from Allen's. I appreciate your catalog and any other information available for raising the best in strawberries. I do not go for the large commercial growing but for a family of six the requirements during strawberry season are large." JACK GOTH.

Holding the lead.

Henrico Co., Va. May 13, 1957. "I bought some strawberry plants from your Company and this year I am just too pleased with my little crop. Honestly they are beautiful, though it is dry here in Henrico County, but I am holding the lead around here with my early berries. Just today I picked 55 quarts from my little patch." MRS. LOLA VAUGHAN.

BERRY GARDENS

for

FOOD, — FUN, — FRESH AIR, — FRIENDLINESS
BIG BERRIES, — BEAUTY, — BALANCED BUDGET

RED GOLD—You will find it in that strawberry garden—family size or slightly larger for the extra money.

As a universal extra money crop strawberries rank near the top. They can be grown successfully in every state. Fine strawberries are easy to sell. Their delightful flavor, beauty and usefulness appeal to all. Producing them is light, healthful work, ideal for old or retired folks, for young people to provide them with useful and profitable work, for part-time jobs to supplement regular income, for the woman of the house for "pin money," for farmers with small acreage who need a high income per acre crop.

One garden collection— Family supplied plus $80.00.

Franklin Co., Pa. May 5, 1957. "I ordered the Middle States Collection from you two years ago. Last year I sold more than $80.00 worth besides having all we could use. I asked you to have them arrive on a week-end and they did, so was able to get them out fine. Have ordered berries from you for several years and they have always given great results." ETHEL WATTERS.

Way above expectations.

Darlington Co., S.C. Jan. 19, 1957. "I want to tell you that I am highly pleased with the strawberry plants I purchased from you in 1956. Results were way above my expectations and I have had a wonderful time growing the nice berries. I gathered over 200 quarts last season and am looking for a large yield this year." E. L. SUMNER.

200 plants—45 gallons

Taylor Co., W. Va. April 11, 1957. "The plants I ordered from you in 1955 were the finest I have ever had. They were the Catskill and the biggest berries I ever saw. I would not have taken a dollar a quart for the first ones I picked. I was so proud of them. A neighbor just could not believe I picked 45 gallons from the three rows (200 plants) I had in my garden." MRS. EARL FANCHER.

They sold well.

Jennings Co., Ind. Jan. 15, 1957. "I got 1,000 Catskill in the spring of 1955 and they did fine. In 1956 I had a nice lot of berries from them and they were nice and they sold well here. People that bought them came back for more." CLARENCE REYNOLDS.

All sold at roadside stand.

Barnstable Co., Mass. Aug. 5, 1957. "I'm enclosing a "Write-up" on our local paper which should tell you quite clearly the success I had with the 1,000 Catskill we ordered from you in 1956. We got over 1500 quarts from the patch—beautiful berries that were the talk of this area. These were all sold at our roadside stand. Thought you'd be interested." BERTRAM ROSE.

Berry Bed in Bloom.

Peg and Pat Klepper of Butler Co., Pa.

Baskets of Surecrop. One of the better new varieties. Berries like these seldom fail to make a profit.

STRAWBERRIES AS A MONEY CROP

A FRANK APPRAISAL

1957 was a good strawberry year for many growers, for some it was not so good. There is a fairly consistent pattern of conditions which make for success or lack of it.

1. A well cared for home garden is always a success, returns being measured in pleasure and health as well as dollars.

2. The over-size garden or small commercial planting was nearly always profitable. Sales to neighbors, at the roadside and other local outlets are the rule.

3. The larger commercial plantings, one-half acre to approximately two acres, with several varieties covering the season, were generally successful and profitable. Local markets, roadside, pick-your-own programs, sales to truckers or shipment to city markets are all involved in various projects of this size.

4. For the above types of strawberry projects we believe the future is secure and promises greater than average profits for the grower. All of these, as well as other types which we shall mention, are generally more successful if irrigation or naturally springy soil is available. Irrigation properly used can practically eliminate loss from frost damage and greatly increase the size and quality of the crop.

5. Many larger growers harvested large and profitable crops in 1957, sometimes with, sometimes without irrigation. Nearly always, however, those growers had a high quality product. Examination of wholesale market returns showed the fanciest fruit, even in the rough market periods, bringing satisfactory prices.

6. Trouble was encountered in 1957 by some larger growers, usually without irrigation, who had severe drought conditions at fruiting time. Usually this resulted not only in a decreased yield but in a rather poor quality of berries which were not profitable under 1957 conditions.

7. Growers in the east and middle west, again with large acreages, who depend almost entirely on the processing berry market were often disappointed. Partly the reason was competition of low priced processed berries from California and the northwest; partly it was due to the fact that the variety and quality of their own berries made them unsatisfactory for fresh markets.

8. In some areas, including parts of Kentucky, there was a severe reduction of crop and consequent lack of profit due to what good authorities seem to feel was a severe outbreak of leaf diseases —leaf spot and leaf scorch. Confirming that conclusion these authorities point to some fields of berries heavily sprayed for disease control where the crop was large and profitable. Severe winter injury is felt to have caused much damage in other cases.

9. For the first group of growers (1 to 3 above) we say confidently, "Full speed ahead and grow your usual or somewhat increased acreage of straw berries." For growers in the troubled areas we recommend continued faith in the strawberry industry, relying on several important factors.

   a. Yourself and your ability to produce good berries.
   b. Acreage limited to what you can care for properly.
   c. Selection of varieties suited to fresh market as well as processing.
   d. Perhaps growers in the low priced areas will want a profit too, plus the fact that you can grow berries equal or superior in quality to the low priced product.

10. Finally, and repeating, fancy berries seldom fail to return a profit. Don't grow too many but grow them fancy.

PREMIER *The Frost Proof Berry*

Premier is an early berry, primarily noted for sure-cropping and heavy production. After it was introduced in 1915 Premier popularity spread rapidly so that it quickly became the most popular and widely planted berry in the northern and northeastern states. SURE crops and BIG crops enabled Premier to retain its leadership for many years. Definitely now other varieties are creeping up on Premier in popularity—Catskill, Sparkle, Empire, Robinson, with new early varieties Dixieland, Earlidawn and Midland hurling challenges.

The best territory for Premier extends from the high altitudes in Tennessee and North Carolina all the way to Canada. However, it is admitted that Premier berries grown in the southern and middle states are not generally as desirable as those grown farther north.

Premier berries are very attractive in appearance and are popular in most northern markets. While not the best looking nor the highest priced, Premier berries sell well and the volume assures a profit. Premier berries have been favorably accepted by the processors. Premier quality is good, not as high as Fairfax, Empire and Sparkle but better than Robinson and Blakemore.

No variety has healthier foliage than Premier, even though for years before the advent of virus free stocks northern growers were having trouble getting a good fruiting row of regular Premier.

Virus free Premier plants make a more vigorous upright growth than regular Premier. Berries are similar in size and shape but the virus free fruit seems to be a little lighter in color and possibly not quite so firm. Because some of the larger growers have expressed a preference for regular Premier we still have some of them. However, our present stock is mostly grown from the extra vigorous virus free sources. Your Premier orders will be filled from this stock unless you specify on your order sheet that your prefer regular Premier. Even though generally Premier does not rate as a fancy berry by modern standards it is a quality producer of acceptable berries which in northern states have provided most of the records for yield and profits in strawberry growing. Price list page 32.

Gloucester Co., N. J. June 17, 1957. "In April, 1956, I sent for 50 plants of Premier. I am very pleased with them. I picked more than 100 quarts of berries; from the 50 plants of Empire I also picked more than 100 quarts of berries. I am so pleased with your plants." FRANK GALANTI.

Medina Co., Ohio. March 26, 1957. "Please substitute Premier for the Catskill if you are out of Catskill. If you don't have Premier please let us know immediately so we can change our order. We were very pleased with our Premier patch last year. They certainly are frost resistant." WILBERT C. GEISS.

Tioga Co., Pa. Feb. 18, 1957. "I received 250 Premier plants from you in 1954 and they were wonderful." ELMER L. BUTTON.

HOWARD 17 Premier is also sold as Howard 17, which was the original name. The varieties are identical in every respect. When ordering use the name you like best. Price list page 32.

Blakemore, early, solid, productive.
A great shipping berry.

BLAKEMORE

The Great Southern Shipping Berry

Blakemore will stand more abuse and neglect in growing, picking and shipping than any other variety grown and still make money for the grower. Of course it responds wonderfully to good conditions and good care. In these days of tougher competition the best of care should always be given. Blakemore is the best shipping berry the southern states have ever had and probably the best money maker. Dixieland and Pocahontas are moving into the Blakemore area to a considerable extent. Albritton has almost taken over from Blakemore in eastern North Carolina, but Blakemore is still the most widely grown in the south.

Blakemore territory reaches into all the southern states and as far north as southern Pennsylvania and New Jersey, the coastal areas of New England and the southern half of Ohio, Indiana and Illinois. Generally it is not recommended farther north.

Performance alone won for Blakemore its great popularity and extensive planting. In some areas Blakemore revived a lagging berry industry. It is a strong vigorous grower which makes a good fruiting bed under almost any conditions. The berries ripen evenly, have a bright attractive color which they retain even after they get quite ripe. They are very firm, making Blakemore one of the best of all varieties for distant shipping. Small berries of Blakemore are generally accepted and bring better prices than small berries of any other variety we have ever handled. Blakemore berries run medium to large in size when the beds are not too thick. Thinning helps where stands are very thick.

Of all varieties in the east Blakemore is generally the most popular with processors either for freezing or canning; at times they will take no other variety. Blakemore berries are quite tart as well as very firm. When consumed as fresh fruit Blakemore must have sugar added to be real good.

Blakemore growth has always been very vigorous but the plants from virus free sources seem to enhance the already great vigor and to eliminate the varigated yellow leaves which in the past have been so characteristic of this variety. Blakemore should not be discarded lightly. If you give it some thinning and good treatment you'll be surprised to see how closely Blakemore comes to the best of the new varieties. All our plants of Blakemore are from virus free sources and we feel there is still a lot of money to be made with this grand old variety. Price list page 32.

DIXIELAND Better than Blakemore ?

Answering the above question we would say, "Yes, it is better than Blakemore under some conditions and in some localities; in other places their relative merits have yet to be proved."

Dixieland is best described by comparing it with Blakemore.

Vigor: Both varieties make a wonderful plant growth, Dixieland making fewer plants but larger, stronger ones.

Season: Both varieties ripen very early.

Productiveness: In most tests to date Dixieland has outyielded Blakemore by a wide margin.

Shipping: Both varieties are quite firm. If there is any difference Dixieland is slightly firmer than Blakemore for berries of equal size. Dixieland's parents, Midland x Tenn. Shipper, should produce a variety of unusual firmness—Dixieland has it.

Color: Both varieties are an attractive light red, Dixieland being very slightly darker than Blakemore.

Quality: The varieties are equally good in quality, both being somewhat tart.

Size: Dixieland berries are definitely larger than the Blakemore, and have sold well ahead of Blakemore on different markets.

Virus free: Our plants of both varieties are grown from virus free stocks.

Processor: Blakemore has long been a favorite processing berry, but we are fully convinced that once it becomes better known Dixieland will be fully as good if not better for freezing and other processing uses.

In 1955 Dixieland produced for us about 8,000 quarts per acre—large beautiful berries. On one occasion, in hot midseason weather, we fell behind in our picking and this Dixieland field went one week without being picked. When we did get to it, an ordinary crowd of pickers picked a tremendous amount of berries from the area and in spite of the ordeal we found no leaky berries. The richness of the color of these one week ripe Dixieland berries met our ideal of what a processor would want. So well is this variety doing generally that some observant growers are taking Dixieland up into Yankeeland. **Why not share in Dixieland's bright future by starting now?** Price list page 32.

Field of Dixieland plants. They sure do grow.

First for Fine Flavor

The Garden Berry Deluxe

FAIRFAX

Size, beauty and quality make Fairfax an outstanding berry for roadside markets and other places where quality as well as appearance is appreciated. Wherever consumer can buy strawberries by variety name Fairfax is a favorite. Few can forget the taste treat which Fairfax provides. The berries average large in size, many of the first berries being fan shaped, with the later ones round and sometimes somewhat pointed. The berries are quite firm, being just as solid as Blakemore. When they first ripen Fairfax berries have a bright red color which darkens on holding, becoming almost purple before decay starts. Fairfax berries should be picked closely, especially in commercial fields. If picking is neglected the bright early berries, mixed with the dark berries which have been ripe for several days present a somewhat mottled appearace, which is not favored on wholesale markets. In retail markets the dark red color of Fairfax has become associated with unequalled flavor. Consumers buy Fairfax and come back for more of these wonderful dark red berries.

Availability of Fairfax plants from virus free sources has caused a revival of interest in this fine variety, long noted as the best of all in quality. Fairfax has always had a beautiful, healthy foliage but before virus free stock became available it had been having some trouble in producing a good fruiting row. The foliage is beautiful and probably as popular as any variety in ornamental plantings where beauty of foliage as well as fruit is a factor. As stated above, the berries are just super-duper in quality. It is in fact the garden berry deluxe.

Fairfax is a moderately heavy producer, just under Premier, Catskill and Sparkle, but yields of 8,000 quarts per acre are not uncommon under good conditions.

Fairfax is well adapted from the latitude of Virginia north. Every garden or small planting in that area should include this delectable treat—FAIRFAX. Price list page 32.

EARLIDAWN

Earlidawn Berries Ripen Very Early!
Five days earlier than Blakemore or Premier!!

This fine new berry, recently released by the U.S.D.A., is a cross of Midland x Tenn. Shipper. First selected in 1947 it has behaved well, yielding year after year very early crops of nice berries. Earlidawn berries are quite firm with a tough skin, the seeds being slightly sunken. The color of the berries is a vivid red, only slightly darker than Blakemore, the light color persists well on holding. The berries are fairly uniform in shape and their flavor is tart and good. In tests for the frozen package trade Earlidawn has rated high for color, texture and flavor.

Earlidawn has been tested from Pennsylvania to North Carolina and westward to Indiana. Tests in Maryland and New Jersey have been very favorable and outstanding at Worcester, Ohio. An unusual feature of Earlidawn is its ability to produce so large a part of its crop so quickly. In 1955 at Beltsville, Md. 58% of the large total crop of Earlidawn was harvested in the first week compared with 22% Blakemore and 45% for Midland.

Earlidawn is a heavy producer. A yield at the rate of 9640 quarts per acre was noted at Beltsville in 1955. Except for small test plots our own plants have either been sold or set so we have no yield records here, but the earliness we can vouch for. Four or five days start in marketing could sometimes make the difference between just a profit and a big profit.

Under good conditions Earlidawn makes plenty of plants for a good fruiting row, not very many plants but large in size. This year after the summer drought they did not make many runners so the supply is short in spite of a fairly large acreage. They are well worth trying. Price list page 32.

MIDLAND

Beauty, size, color, quality, productiveness, firmness, freezing! Midland has everything and you should have Midland. We firmly believe that the virus free stocks now available will restore Midland to its former prominence as one of the best of all early berries. Ripening with Premier and Blakemore it is just as productive as either and the berries average larger in size. Compared with Catskill Midland is equally productive and the berries are almost as large in average size. In quality Midland berries are near the top. Many consider them the equal of Fairfax, not quite as sweet but with just as much appealing flavor, much better than either Premier or Blakemore—fully as good as Sparkle. Midland has also been re-named and sold as Crimson Flash and Adonis.

The berries are beauties, very attractive in the package with a medium rich red color, darkening somewhat on holding. Freezing tests have shown Midland to be one of the best of all, either commercially or for home use.

We have substituted Midland for Premier in our Middle States Gardens Collections because Midland is a better berry in every way except possibly its ability to resist severe frosts and in number of plants produced.

This year Midland made a wonderful growth in May and early June. As with other varieties the worst drought in 25 years almost completely checked growth from mid-June to mid-August. As with other varieties which make very large plants Midland failed to make runners freely after the drought was broken. Our beds are beautiful for fruiting with individual plants of tremendous size but the rows will not dig very many and the supply will be short. You should try a few Midland but if you really want them please order early. Price list page 32.

EMPIRE

A real Star, It Outshines Premier in many ways.

Size, beauty, productiveness, Empire has them all.

Empire is one of the finest medium early berries northern growers have ever had. Empire (Dresden x Sparkle) was originated by Dr. George L. Slate at the New York Experiment Station. The best way to fully describe Empire is to compare it with Premier, long the leader of all northern varieties.

Premier is early, Empire medium early, about four days after Premier. Both are northern varieties, Premier the fading champion, Empire the strong challenger.

Size: Empire berries are much more attractive than Premier and will bring higher prices on any market where quality and appearance are important. (See inside front cover.)

Firmness: Empire berries are firmer than Premier with a tougher skin which makes them hold and ship better. Neither is as firm as Blakemore or Tennessee Beauty.

Growth: Even before we had virus free stocks Empire made a more vigorous growth than Premier. From now on all the Empire stock will be from virus free sources. So far it has been superior to our best virus free Premier.

Productiveness: Empire is about equal to Premier. If all the small late berries are included Premier may yield a few more. Empire has more big berries. Mr. W. A. Andrews of Butler County, Ohio, has this to say about Empire and Premier: "Have grown your Empire berries for five years. They are the best producer and vigorous grower of them all. My neighbor has Premier and my Empire out produces his by far."

Processor: Neither Premier nor Empire are outstanding as processing berries. Both are acceptable.

Frost Resistance: Premier has a proven record of over 40 years. Empire has been a consistent bearer since its introduction in 1950. Grower reaction to Empire has ranged from good to enthusiastic. Fine reports about its growth, yield, size, beauty and quality have come from most of the middle and northern states. In this area Empire is a winner. You will like it. Price list page 32.

TENNESSEE SHIPPER

The firmest berries we have ever seen

Tennessee Shipper is a Missionary x Blakemore cross, introduced in 1941 by the Tennessee Experiment Station. It is a very vigorous grower, making larger, stronger individual plants than Blakemore but usually not quite as many. This year Tennessee Shipper has again been marvelous both in number of plants made and vigor of plant growth.

The plants are very productive. The berries ripen early, about with Blakemore, and are the firmest of any variety we know. They are so firm that picking may be neglected for several days at a time and still be picked and shipped to market with practically no loss. This is important in these days of labor shortage. Tennessee Shipper berries are excellent for freezing. They are rather tart in quality and in dry seasons tend to run down in size, except on very springy land. All our Tennessee Shipper plants again this year were grown from virus free sources which may account for the outstanding vigor mentioned above. Tennessee Shipper is primarily a southern shipping berry. Price list page 32.

KLONMORE **High Quality Shipping Berry for the Deep South.**

Klonmore is a cross of Klondyke x Blakemore. In vigor of plant growth it equals either of its free growing parents. In productiveness Klonmore is better than Klondyke, probably nearly equal to Blakemore. Klonmore berries are about equal in size to either Blakemore or Klondyke but are far better in quality that either of them. In fact Klonmore is the only high quality long distance shipping berry that the south has ever had. Klonmore territory is more limited, being grown successfully in coastal areas of the gulf states and the Atlantic Coast states and as far north as South Carolina. We have this year a very fine stock of virus free Klonmore plants. Price list page 32.

SENATOR DUNLAP

A fine old variety that has been grown in the middle and northern states for many years It is an extremely vigorous grower, making lots of plants which are very productive. Berries are medium in size, a bright rich red clear through and of good quality. One of the best for canning. The hardiness of the Dunlap plant makes the variety a favorite where the cold winters injure the weaker kinds. Canada, Maine, Iowa and Minnesota are among the places where Dunlap is appreciated. We have lots of good Dunlap plants. Price list page 32.

DORSETT

Dorsett is a high quality berry which has many good points and a few bad ones. Dorsett ranks about with Premier in plant growth and production. It is superior to Premier in attractiveness and firmness. The quality of Dorsett is much better than Premier, in fact surpassed only by Fairfax. The bad points of Dorsett are that it is susceptible to frost injury and it is hard to make all the blossoms set fruit. To help overcome these things, avoid frosty sites, don't over-fertilize the row making it too dense, and don't let the plants become too thick in the row.

For several years most stocks of Dorsett were weakened in plant growth by a virus disease. Certified virus free plants of Dorsett are not yet available but our present stock is either free from virus or highly resistant to it. For the past several years we have grown beautiful Dorsett beds. At its best Dorsett is one of the most productive and profitable of all varieties. Those who can grow it at its best will find it hard to beat. Price list page 32.

FLORIDA 90

A fine new strawberry, originated by Dr. A. N. Brooks in Florida, and grown almost exclusively in that state. Florida 90 is more productive and produces larger, juicier berries than Missionary. The berries are red all the way through. Florida 90 has already taken over half the strawberry acreage in Florida and this percentage is expected to increase. Florida 90 berries are large, long and pointed. They ship very well and have been very well received on northern markets. As with Missionary, all our Florida 90 are grown from virus free plants. Both varieties are showing the tremendous vigor which has come to be associated with freedom from virus. Price list page 32.

MISSIONARY

For many years Missionary has been the leading berry in Florida and popular in other southern states. In Florida it is now sharing honors with the new Florida 90. Missionary will do well on almost all soils, but will do better than most on lighter soil types. The berries ripen early, are medium in size, dark red in color, rather tart quality and attractive in appearance. It is a very good shipper and is also a favorite with the "cold pack" or "juice" men. Virus free stocks now used are emphasizing the good qualities of Missionary. Price list page 32.

Redglow—The American Beauty.

REDGLOW

A beautiful new strawberry, released in 1956 by the U.S.D.A. Redglow is a cross of Fairland x Tennessee Shipper. Ripening season is a little later than Premier and Blakemore. It could be rated medium early or early midseason. Plant growth is very vigorous and moderately healthy, being somewhat susceptible to leaf spot. In the drought year, 1957, Redglow was among the most vigorous of all varieties, making a fine matted row in three different fields.

Redglow berries average large in size and maintain large average size throughout the picking season. Color is a vivid red, deeper than that of Blakemore. The berries are very glossy and moderately firm, firmer than Fairland and Sparkle, less firm than Blakemore and Midland. Excellent for freezing. Quality very good, about with Sparkle.

In replicated tests at Beltsville, Md., Redglow averaged 435 24 quart crates per acre as compared with 420 for Dixieland and 465 for Armore. Redglow has been tested with excellent results from Pennsylvania to North Carolina and westward to Indiana and Kentucky. It is resistant to the most common race of red stele.

In this day where fancy berries are demanded by nearly all markets Redglow should prove a money maker. Price list page 32.

SURECROP

Ranks with Pocahontas as the most vigorous of all.

Surecrop was released by Maryland-U.S.D.A. in 1956. It is a cross of Fairland x Md. U. S. 1972. Surecrop can be a life-saver for growers with red stele in their soils. Surecrop (midseason) and Stelemaster (early) are the only varieties we have that are resistant to three strains of red stele. Both Surecrop and Stelemaster are good enough to be grown as fancy berries apart from their red stele resistance.

Surecrop ripens in midseason, about with Catskill. The berries average large in size and maintain large size throughout the season. They have a light bright red color that becomes a rich red but does not turn dark. Surecrop berries are firm with a tough glossy skin and yellow seeds even with the surface. Their flavor is tart and good and they have been rated as satisfactory for freezing. A bright green cap adds to the beauty—so important in these days when the demand for fancy fruit is universal. (See picture top of page 6.)

In 1955 tests at Salisbury, Md. Surecrop averaged 390 24 quart crates per acre compared with 385 for Blakemore and 450 for Stelemaster. Frost resistance is indicated by the 1956 results. That year, following a heavy frost, Surecrop yielded 235 crates per acre, Blakemore 220 and Stelemaster 115.

Surecrop has been tested from Pennsylvania and New York to southern Virginia and westward to Ohio. It is a fine, fancy, high yielding midseason variety for anyone in its area, but is almost indispensable for those with red stele in their soils. It is a surecropper even under those conditions. Prce list page 32.

SPARKLE *"Plastered with Loads of beautiful, luscious berries."*

Sparkle is a New Jersey variety which is making a fine record over a wide area in northern states. It is sold as Paymaster in some sections. Sparkle makes a very healthy and rugged plant growth with plenty of runners for a good fruiting bed under nearly all conditions. The plants are extremely productive. The berries have a beautiful dark red color (they sparkle) with high quality as fresh fruit as well as being excellent for freezing and processing.

Sparkle plants are highly resistant to the most common form of red stele. The berries are medium to large in size. If the plant beds have been kept reasonably well thinned the berries run large, but in thick beds and especially without irrigation Sparkle cannot size up all of its tremendous crop. Under best conditions Sparkle ranks wiht Catskill as a tremendous yielder.

A few years ago most Sparkle stocks showed a slump in vigor and productiveness like Catskill and Midland due to virus diseases which were present. For the last few years, since all of our stocks are virus free, this variety again like Catskill and Midland has regained its original vigor and productiveness. Sparkle is one of the top-notch berries for the north, but is not usually satisfactory as far south as eastern Maryland.

For red stele soils, Stelemaster for early, Surecrop for mid season and Sparkle for late make up a team of three hard to beat. One reason why Sparkle berries are so popular for processing as well as for the fresh market is the fact that the crimson red color extends clear through the berry. Where capping machines are used in processing Sparkle is handicapped somewhat because the berries are rather hard to cap.

Here are some typical comments about Sparkle:

New Jersey: "Last year Sparkle came through again. We think they are tops."
New York: "Last year we had 200 Sparkle plants. The first picking yielded 200 quarts and the second picking 600 quarts."

Pennsylvania: "In April, 1955 we had a wonderful crop of Sparkle, Catskill and Superfection. It is a great satisfaction and pride to have a crop of berries like these."

Our Sparkle plants this year are extra nice. Get your order in early. Price list page 32.

They Sparkle Like The Stars They Are.

STELEMASTER

Stelemaster is a very fine early variety in addition to its ability to resist all three forms of the red stele disease. A few rows fruited by us in 1956 in a field with virus free Premier showed Stelemaster more vigorous and equally productive. The average size of Stelemaster berries was almost twice that of the Premier and our net return was more than double.

Stelemaster berries ripen about as early as Blakemore. The average size is fairly large. The berries are medium red in color with a glossy surface and are generally uniform and smooth. The flesh is light red, firm, juicy and with a slightly tart flavor. It is not considered especially desirable as a freezing berry.

Stelemaster plants are very vigorous and productive. Stelemaster has not been widely tested, most of the early tests having been confined to Maryland and southern Delaware. However, it has been so good in those areas that it is largely responsible for putting back in the berry business a number of growers whose soils had become infested with red stele. The new Surecrop, a midseason variety, is the only other kind with triple red stele resistance. These two, Stelemaster and Surecrop, we look to see much more widely grown.

If you have red stele in your soil and still want to grow big crops of fancy berries it will pay you to remember Stelemaster and Surecrop—both triple threats to red stele and high scorers for your profit account. Price list page 32.

JERSEYBELLE

THE HIGHEST PRICED STRAWBERRIES OF 1957

A product of the New Jersey Station, Jerseybelle is one of the few varieties that gained a reputation on the markets as a seedling number. For several years it was known only as 7A, but was so outstanding in quality and beauty on the New York market that it was quoted separately for several years during berry season.

In these days when the emphasis in growing strawberries is on quality, beauty and size it may be that Jerseybelle will become widely popular. Unfortunately no completely virus free stocks of Jerseybelle have been found. The plant, however, makes a very vigorous growth with plenty of plants for a good fruiting bed when grown under good conditions. With rich soil, possibly irrigation, and good care Jerseybelle looks like a winner.

The plants are moderately productive; the berries average very large in size, have somewhat prominent light yellow seeds and a glossy skin which makes them very beautiful. (See picture on opposite page.)

Jerseybelle is definitely not a berry for the poor grower on poor soils, but for the good grower on good soils it may prove to be a bonanza. No berry that we know will outkeep Jerseybelle. Therefore its use need not be confined close to market. It will stand shipping and will bring top prices. On one occasion at a New Jersey auction a wholesaler purchased some Jerseybelle (then 7A). Five crates got misplaced in his cold storage room. When he discovered them ten days later there was not a rotten berry in the lot.

Jerseybelle berries are high in quality and have been satisfactory in freezing tests. However, Jerseybelle is a high priced fresh market berry and should not be grown primarily for freezing. Growers who pride themselves on growing fancy fruit should by all means try Jerseybelle. Price list page 32.

TEMPLE

Temple was the first of the good red stele resistant varieties. It was a life-saver to berry growers in sections where the soil had become infested with red stele. Temple itself is not entirely immune to all strains of red stele but has sufficient resistance so that profitable crops of berries can be grown by many growers who had been completely knocked out by this disease.

In addition to resistance to red stele Temple is a very fine variety because of the vigor and productiveness of the plants together with firmness, beauty, size and quality of the berries. Temple is not rated a good freezing berry but as a home garden or fresh market shipping berry it has been so good that it has become the leading berry in southern Delaware and the lower lying soils of eastern Maryland. Temple is primarily a berry for the lower middle states where it is very productive and profitable. Frequently, but not always, Temple fails to retain its productiveness when grown in the north. Where it is well adapted Temple ranks high among the midseason berries in addition to its value as a red stele resistant kind. Price list page 32.

MASSEY

Massey is one of the prettiest, firmest, largest and best quality berries we have ever seen. Massey is at its best in the coastal plain section of North Carolina where it is usually very productive. As far north as Maryland, Massey is still a very fine berry but does not generally retain the heavy productiveness that it has in North Carolina. When first introduced it was good enough there to greatly exceed Blakemore in total acreage planted. Now Massey is being largely replaced by Albritton, although some growers use both varieties. Our Massey plants are grown from virus free stocks which return all the original vigor and vitality of the first Massey stock. Well worth trying. Price list page 32.

ARMORE *for Productiveness*

Armore is one of the extra good late varieties which should be tried in all areas except extreme north and extreme south. The vigor of Armore plant growth and its great productiveness as well as the large average size of berries merit much wider planting than it has had up to now. In Missouri, Illinois, Indiana, Ohio and Kentucky, as well as in states farther east, Armore has produced some amazing crops. It is rated high as a freezing berry, also for the fresh market.

The berries are light in color, darkening somewhat on holding. Quality is good and they are firm enough to ship moderate distances, firmer than Premier and Sparkle, not as firm as Blakemore and Tennessee Beauty. The first Armore berries are large, irregular, wedge-shaped; the later ones usually round-conic.

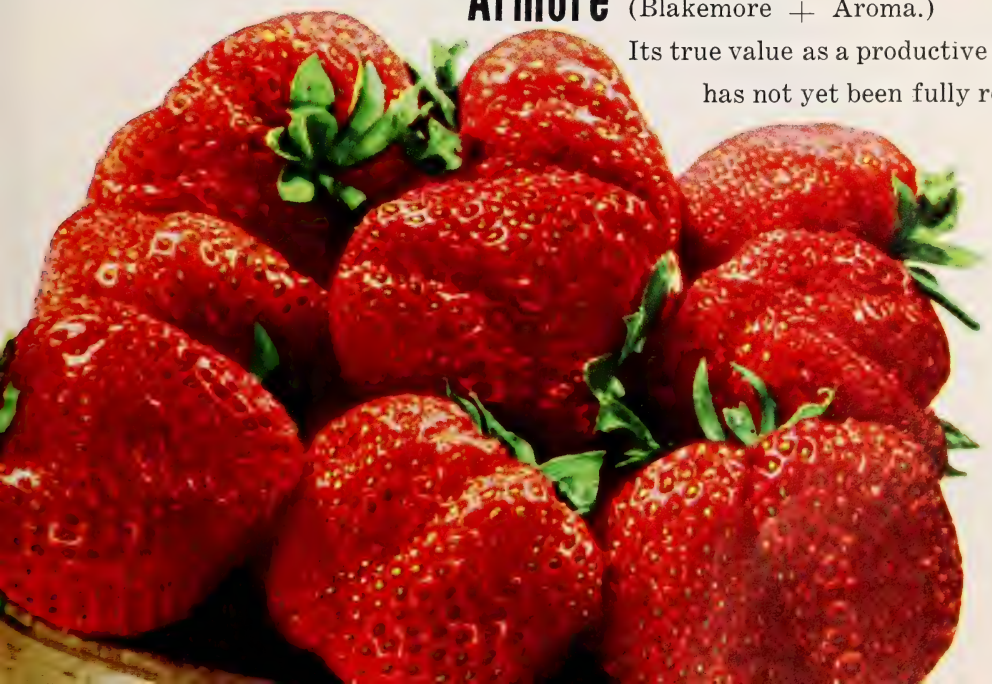
Armore produces plenty of runners for a good fruiting bed. For the territory mentioned we don't see how you could go wrong with Armore as a large, productive, late kind. Price list page 32.

Jerseybelle — Sold for more money per quart than any other berry in 1957.

P.16

Armore (Blakemore + Aroma.)

Its true value as a productive late berry has not yet been fully recognised.



Earlidawn

Earliest of All

In addition to being the earliest of all, Earlidawn has firmness, high productiveness and terrific frost resistance.

Tennessee Beauty

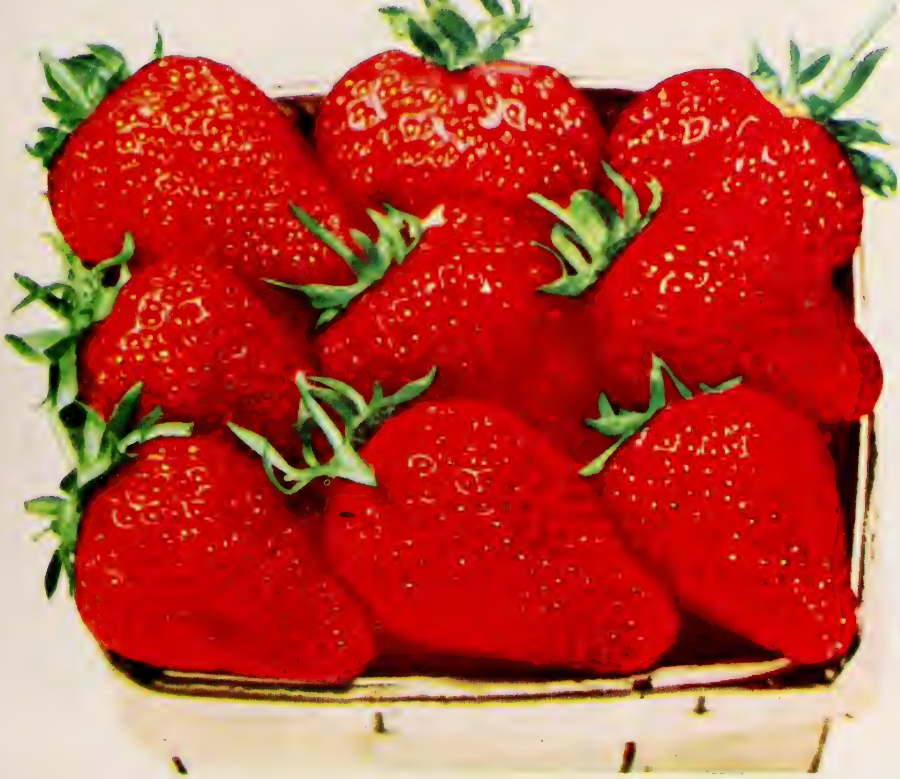
For years our best money-maker

Pretty

Productive

Processor

Profitable



Dixieland Gaining rapidly in favor — Vigorous grower — High yields — Persistant light color — Firmness to qualify as GREAT for shipping or processing.

Surecrop Triple resistance to Red Stele — Blends profitably strong plant growth, with high yields, size and firmness of fruit.

Superfection- Worlds Greatest Everbearer!

Robinson — Large size and bright color have brought to growers many a dollar. That's why so many Robinson are grown.

VERMILLION

A new variety recently introduced by the University of Illinois where as a seedling it did well in commercial trials in Edgar County of that state. In addition to being a very productive commercial sort Vermilion showed a high degree of resistance to red stele. Plant growth of Vermilion is quite strong and upstanding. It makes an adequate number of big strong plants rather than great numbers of smaller plants. Vermilion has not been grown widely enough to establish its worth generally but in the central states of Ohio, Indiana, Illinois and West Virginia Vermilion has shown great productiveness, ranking almost with Premier and Catskill. The berries run medium to large in size, somewhat irregular in shape and they ripen fairly close to the ground, causing some tendency to green sides. Quality is fair to good with well developed berries. The fruit is about as firm as Premier, color about like Temple, getting fairly dark when full ripe. It ripens mid-season to late and seems worth trying in commercial areas, particularly those areas where red stele is a problem. Price list page 32.

AMBROSIA

For Late Berries and High Prices

Ambrosia was our best very late berry until the new virus free stocks of Redstar became available. In fact, it is still the only good variety that is anywhere near as late as Redstar.

Ambrosia makes a strong, vigorous growth, somewhat susceptible to leaf spot. It produces heavy crops of large, attractive, light colored berries, resembling Big Joe very much in size and appearance. The quality is only fair unless eaten with sugar. Because of the late ripening season Ambrosia berries usually sell well. Because of its late blooming season you always have berries to sell. Price list page 32.

ROBINSON

Kardinal King - Scarlet Beauty

Large Size and Bright Color have made for its Growers many a Dollar.

The increase in Robinson acreage in the northern states during the last few years has been phenomenal. The motivating force behind this trend is the dollar sign. The large size and bright color of Robinson have made it so profitable for so many growers that in some areas Robinson has supplanted most other varieties. Robinson has enthusiastic supporters as far south as Missouri and northern Virginia.

The plant growth of Robinson is nearly always good. It seldom fails to make a good fruiting row even under adverse conditions. The plants individually are small, but they do bear big berries. Robinson has not lost as much of its vigor due to virus infection as many other varieties. However, our stock of Robinson now is entirely from virus free sources so that all the original vigor of Robinson is available for plant growth and fruit production. Another thing that has helped Robinson, we believe, is the fact that like Premier, the foliage has been absolutely healthy. Even on weak plants we have never seen any foliage injury or disease. This healthy foliage has helped.

It is probably true that Robinson grown in the north or in high altitudes in the middle states is like Premier, better in quality than those grown farther south. The weakness of Robinson is that the berries are rather soft and generally considered not very high in quality, although there are many who do not agree with this and feel that Robinson quality is very good.

In this section Robinson has been grown largely as Kardinal King. In dry years it has been quite profitable. In wet years Robinson is so soft that even with close picking there is considerable loss of fruit.

As a processor Robinson has not ranked high, but like Premier it is accepted and used widely in areas where large quantities of Robinson are produced.

The picture on the opposite page shows what Robinson looks like — large, light and attractive, with many of the larger berries being somewhat ridged.

Again we point out, that the large size and bright color have resulted in top prices for Robinson so that for many, many growers Robinson has been a real money maker. We have the plants that will help you get some of these Robinson dollars. They have made beautiful beds of plants even though the summer of 1957 was the driest in 27 years. Price list page 32.

CATSKILL

King of the Midseason Kinds

Catskill has replaced Premier as the most popular berry and best seller on our list. We have more enthusiastic letters of praise from growers telling about their results with virus free Catskill than from any other varieties all put together. Growers who remember the days when ten to fifteen thousand quarts of Catskill per acre were not unusual can logically hope to repeat those results under the same conditions with today's virus free Catskill plants. Virus diseases hit Catskill probably harder than any other leading variety, but Catskill is back with all its old-time vigor and productiveness.

Catskill is really King of the Midseason Kinds. Let's see why:

Plant Growth: Virus free Catskill plants make a very strong, vigorous, healthy plant growth. This year, following the worst drought in 27 years, our Catskill beds are equalled only by Surecrop and Pocahontas.

Productiveness: You just can't beat Catskill for total quality of berries produced. They are nice berries too with more larger berries than any other equally productive variety.

Berries: Catskill berries have large size, moderate firmness, good quality and a very attractive appearance that will hold their own in any parade of fancy berries.

Use: Catskill berries are fine for the fresh market and very acceptable for freezing. They cap easy, very important where capping machines are in use.

Adaptation: Catskill is well adapted to all the northern states and the higher altitudes as far south as North Carolina and Kentucky, westward beyond the Mississippi River.

Special Feature: Catskill berries carry a higher than average percentage of vitamin C, also for some reason Catskill berries will stand wet weather at picking time much better than other varieties which are really firmer. We don't know why, but it's true.

Frost Resistance: Catskill is 17 years younger than Premier so its record of frost resistance is not as long. However, Catskill performance in producing successive big crops has really been amazing. If there is any "must" berry for growers in the northern and upper middle states Catskill is it.

The supply of fine Catskill plants while large is much smaller than last year, and the demand is the heaviest of any variety we grow. Please don't delay but place your Catskill orders early. Price list page 32.

CATSKILL COMMENTS

Wonderful crop!

Henry Co., Ind. March 23, 1957. "I have been ordering strawberry plants from you for over thirty years. I have bought plants from other companies but have never found any that came anywhere near being equal to yours. I have recommended you to several people and I tell them that you have been in business for years and that you make a business of raising just strawberry plants. I quit raising Catskill for a few years but bought virus free Catskill and Robinson in 1955 and I sure had a wonderful crop in 1956." ROYDON GORDON.

100 Plants — 91 quarts!

Monmouth Co., N. J. Dec. 26, 1956. "We picked 91 quarts last June from 100 plants received from you in April, 1955. They were wonderful plants, especially the virus free Catskill. Their size held up very well." JAMES A. HAMILTON.

Folks never have seen any such berries.

Lewis Co., N. Y. April 20, 1957. "Received the plants this morning in good condition. You should have seen my Catskill strawberries which I purchased from you. Folks never have seen any berries like them." MISS ROSE FARNEY.

6 reasons for liking Catskill

Ashland Co., Ohio. Jan. 8, 1957. "I like virus free Catskill for the following reasons: uniform larger berries, easier to pick, much easier to cap, flavor comparable to any except Fairfax, very good yield and fine to freeze. W. A. WITT.

125 plants—400 quarts—$172.40 profit

Mifflin Co., Pa. March 14, 1957. "When you first came out with the virus free strain I ordered 125 Catskill plants for a trial. I was amazed at the vigor of them under about the worst kind of conditions they made the best fruiting rows I ever saw. The yield of choice good berries was over 400 quarts, about one-third better than I ever raised of any kind before. Net profit, from 125 plants, after all expenses and cost of plants, was $172.40. I would say Catskill never was so good as it is right now." W. E. CAMPBELL.

Excellent Catskill crop even after heavy frost.

Columbia Co., Pa. March 11, 1957. "I am writing to tell you we were very well satisfied with the 15,000 plants we purchased from you last year. In spite of a late and very heavy frost the Catskill still produced an excellent crop." ROBERT CHAMBERLAIN.

Catskill appeals to "Choicy" Customers

Lewis Co., W. Va. Mar. 1, 1957. "I don't feel that too many fine things can be said of the Catskill. They have a firmness that permits them to remain on the vines until they are truly ripe. This makes them very appealing to our few "choicy" customers. They are quality berries, ideal for freezing and excellent for table use." PORTER HANNAH.

2 quarts per plant from Catskill

New London Co., Conn. Jan. 18, 1957. "Catskill is back to the berry you claim it to be. Believe me when I say we picked two quarts per plant from our Catskill. Of course we irrigated them and they were spaced four plants to the square foot. Did you ever see plants that stood a foot and a half? Our customers were amazed and satisfied with the Catskill berries. Water gave ten more days picking and the berries were all Class A. This year they didn't run down one bit in size." RAYMOND O'CONNELL.

BIG JOE

One of the oldest varieties we have and still one of the best. The virus disease which seems to be weakening many of our better varieties has apparently not affected Big Joe at all. It is still easy to get a vigorous, strong, robust fruiting row of Big Joe plants, even though no completely virus free plants of Big Joe have yet been discovered. The plants are moderately productive of berries that average quite large in size. Berries are bright red with an attractive green cap which makes them vey showy. Berries are fairly firm, as good as Catskill, better than Premier.

Big Joe is not as hardy as Premier and Catskill. Frosty sites should be avoided, especially if planted in northern states. Big Joe is a veteran variety which has many friends who continue to grow it. We again have a nice stock of beautiful plants Price list page 32.

ERIE *Another heavy yielder from New York State.*

Erie, Empire and Catskill, in our opinion, make up the three best varieties ever introduced by the New York State Experiment Station. Erie's parentage is Sparkle x Premier, certainly an excellent start for any new kind. Erie makes strong, vigorous plants and plenty of them for a heavy fruiting row. Berries are large, maintaining their size well throughout the season. Fruit color is medium red, bright and attractive, with a skin somewhat tougher than Premier. In quality Erie about equals Premier, but ripens about eight days later, about with Sparkle. Erie ranks next to the best in every way. For some growers under some conditions it may well prove to be the best and most profitable of all. Growers in northern areas should try Erie which has had a great upsurge in popularity due to its performance in the last three or four years. We have a fair stock of very fine Erie plants, which under proper conditions will give you as many quarts per acre as any variety you can grow. Price list page 32.

TENNESSEE BEAUTY

The Money Maker

Based on our records of several years, if we were limited in this area to one late variety to plant for profit it would have to be Tennessee Beauty. Despite some instances of poor results among commercial growers with Tennessee Beauty in 1957 we believe it has been the most profitable single variety over a wide area.

Although Tennessee Beauty was originated and introduced by the Tennessee Station it is proving to have a fairly wide adaptability. From the first it was one of the most profitable and most productive in Tennessee, Kentucky, Maryland, Virginia and other lower middle states. Having a southern name, tests farther north were not as prompt as they might have been. Recently we have had reports of outstanding results from Tennessee Beauty in New York, Ohio, Michigan, Minnesota, Missouri and West Virginia. One large and successful grower near Benton Harbor, Michigan, told us this year that Tennessee Beauty was his outstanding berry and the best yielder he had. He stated further that chain store buyers on the Benton Harbor market would pay more for Tennessee Beauty than any other variety of its season.

Outstanding yields of Tennessee Beauty in Kentucky and Tennessee are the rule. In fact in their 300 crate clubs some years nearly all the records were made with Tennessee Beauty, although Blakemore is still good in some areas and Pocahontas is coming into the picture in others. In 1955 yields as high as 608 crates per acre were reported with virus free Tennessee Beauty. Pocahontas, Catskill, Sparkle and Dixieland followed with smaller but still very fine yields.

All of our Tennessee Beauty plants are from virus free sources from which you can confidently expect full fruiting rows of heavy production. The berries are among the most beautiful of all with a large light green cap adding to their beauty. The berries average medium to large in size, where adequate moisture is available; smaller under dry conditions and very thick beds. Tennessee Beauties are excellent shipping berries, firm enough so that if bad weather or shortage of help delays picking a day or two there need be very little loss of fruit. Tennessee Beauties are among the best for freezing and processing. The berries are very easy to cap, in fact when handled as fresh berries only there is some criticism of the fact that they cap too easily. The berries are excellent in quality—not quite as good as Fairfax but better than Premier, Catskill and Robinson.

Although the supply of Tennessee Beauty plants this year is less than last year it is still fairly adequate because Tennessee Beauty, in spite of the very dry summer, have on the whole made very nice beds. Plants will be larger than usual and very well rooted. We know you will like them. Price list page 32.

TENNESSEE BEAUTY TALK

Illinois (Franklin Co.) "The 400 Tenn. Beauty plants are growing wonderfully. The vines are rank and have a good color. They grew so fast I didn't train the runners as well as I should." HARRY THROOP.

Kentucky (Hardin Co.) "We ordered 300 Tenn. Beauty in 1954. They have borne excellent crops and we have been well pleased with them." HARRY AKERS.

Pennsylvania (Bedford Co.) "We planted 1,000 of your Tenn. Beauty plants in April, 1956 and we picked well over 600 quarts of choice berries and lost some due to wet weather. I cannot praise them too highly." LAWRENCE FISHER.

West Virginia (Putnam Co.) "I have your Tenn. Beauty berries and I just don't think they can be beat. I recommend them to all my friends. They really do fine in West Virginia." MRS. CLEMITH PAULEY.

POCAHONTAS

The Most Vigorous Grower we have.

Pocahontas is another one of those varieties that have made good in a hurry. Pocahontas was tested for several years by Dr. M. M. Parker of the Norfolk Truck Experiment Station, Norfolk, Virginia. In the last few years Pocahontas' performance has caused it to become highly popular and profitable in many other areas, notably Maryland, Kentucky, Ohio, Kansas and Pennsylvania. Our best yield in 1955 was from Pocahontas. In the Kansas Station Pocahontas yielded 13,788 quarts per acre, with Dixieland second. Pocahontas led all others by a wide margin. In Kentucky in 1955 official tests showed Pocahontas 520.9 crates per acre, second only to Tennessee Beauty. Pocahontas originated from a cross of Tennessee Beauty x Midland. From both it gets unusual firmness. From Tennessee Shipper it gets a light attractive color—from Midland great productiveness.

The possibility of setting Pocahontas in the fall and getting a fairly good crop of berries the following spring has been demonstrated many times by Dr. Parker. It takes lots of plants and lots of work to follow that system and good plants are hard to get in October and early November. However, later use of the double row rather than the triple row system has reduced the number of plants required. Berries produced under such a system are usually of very fine quality. To help off-set the extra cost of many more plants is the fact that the berries do come much more quickly after planting, and thus save lots of cultivation, hoeing and other expenses.

In the latest summary of his work Dr. Parker states, "This article is not to be construed as advocating a change in the present commercial system of growing strawberries in matted rows. It just describes another way of planting and the cultural practices that should be used to produce excellent yields of top quality strawberries in eastern Virginia."

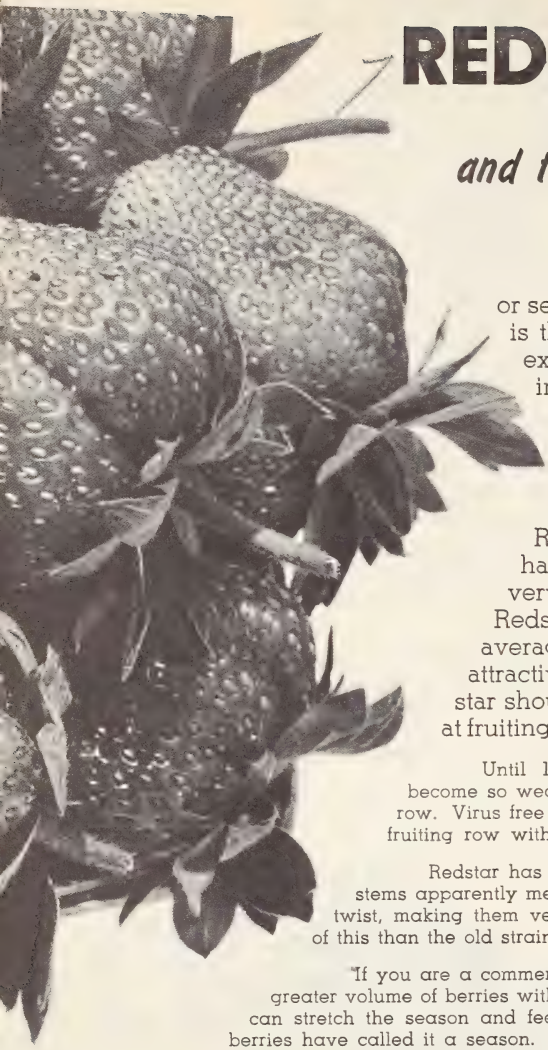
Most of the work of this type on Pocahontas has been done at the Norfolk Station and with a number of commercial plantings in eastern Virginia.

Pocahontas berries average large in size, light in color, fairly tart in flavor and firm enough to be a good shipper. Their light color makes them most attractive in the package It has been favorably accepted as a processing berry. A panel of experts rated Pocahontas best as a freezing berry at Wooster, Ohio, in 1956. We understand that Pocahontas has had good acceptance as a freezing berry under actual commercial conditions in Kentucky, New York and other places.

From experience to date Pocahontas territory seems to be from the middle south to the middle north and as far west as the Mississippi Valley. There are indications that it may be successful even further north covering much of the Premier territory.

For high production of attractive berries good for fresh market or freezing Pocahontas certainly should be tried. It may give some of the older varieties more competition than they can take. Price list page 32.

Pocahontas—A Powerhouse for growth and production.



REDSTAR *The Best Very Late*

and the Latest Very Good Strawberry

With Redstar you can have fancy berries to use or sell ten days after other berries are gone. This fact is the most valuable single attribute of Redstar—to extend the season for fancy fruit. Almost equally important is the fact that you are sure to get a crop. Redstar blooms so late that it is never killed by late frost.

The first berries are very large and wedge shaped. Later berries are mostly round-conic. Redstar berries are very fine in quality. They have an attractive bright red color which darkens very little on holding. Where a good bed is made Redstar is extremely productive and the berries average large in size, firm enough for shipping and attractive enough to sell well. Because it is so late Redstar should be grown where ample moisture is available at fruiting time, either from naturally moist soil or irrigation.

Until 1956 no virus free Redstar were available. Stocks had become so weakened that it was almost impossible to get a good fruiting row. Virus free plants are now available and it is easy to get a wonderful fruiting row with big, healthy, beautiful foilage. (See picture.)

Redstar has had another weakness—fasciation. In this several fruiting stems apparently merge forming a broad flat stem and the berries broaden and twist, making them very undesirable. Our new virus free stocks show far less of this than the old strains.

If you are a commercial grower you can stretch your season and handle a far greater volume of berries with a given amount of help. If you are a home gardener you can stretch the season and feed your family wonderful desserts many days after other berries have called it a season. This new virus free Redstar stock will not disappoint you.

The severe drought last summer reduced our yields of redstar so they cannot be offered in large quantities, but the plants we have are very large, vigorous and healthy. Please do not wait too late if you want this variety. Price list page 32.

RED RICH

Red Rich produces the largest plant of all the everbearers. The foliage is most beautiful. The large, healthy, dark green leaves make them fully worthy of being used for decorative purposes. Red Rich makes far less plants than Superfection even under the best of conditions. As a spring cropper we have not found Red Rich of much value. The berries are good, in fact supreme in quality, but the plants are not highly productive and the berries, while they resemble Fairfax, in general are duller, rougher and not at all attractive.

Some reports rate Red Rich as outstanding among all the everbearers in all-around value. Our experience puts it well ahead of all others in delicious dessert quality, but we have not found it to be as productive as Superfection and good strains of Gem. Our stock comes direct from the introducer. Price list page 32.

SUPERFECTION

World's Finest Everbearer

Year after year we find Superfection easier to grow, more productive of summer and fall berries and more attractive in appearance than other everbearing varieties. In quality it is surpassed only by Red Rich. Performance alone enables Superfection to hold its place as the best of all the everbearing kinds.

Scoffed at as of little value by commercial growers for many years, the new sawdust mulch spaced plant system of growing and varieties like Superfection have made everbearers a real asset to your home garden and in favorable locations a profitable money crop.

Superfection berries are light in color and quite attractive in appearance. (See color picture opposite page 17.) They are firm enough to ship moderate distances but mostly they are used at home or sold on local markets. The flavor is quite tart but with sugar added Superfection makes a very fine addition to late summer and fall desserts.

All of our plants of Superfection are grown from virus free stocks. The severe drought in the summer of 1957 has reduced the crop of Superfection considerably but we do have lots of nice plants for small orders. If you are interested in the satisfaction and novelty of having fresh berries out of season in your home garden Superfection is your best bet. If you will use the sawdust spaced plant system of growing everbearers, similar to the one described on page 30, your chances of good results with Superfection or any other everbearer are greatly increased. Price list page 32.

Berries until the hard freeze came.

Lake Co., Ill. March 21, 1957. "I'm sending you a clipping from our local newspaper, showing the berries we picked on Nov. 6 of last year. They are from the Superfection strawberry plants we ordered from you. The berries were on until the hard freeze came. We have been more than pleased with all our berry plants we ordered from you. We mulch them with wood shavings or sawdust, and the results were good. It was very dry here last summer. We had to water them but we had berries when other folks did not have any. Because of the sawdust mulch the moisture stayed in. I'm sending order for 400 more plants." FRANK J. JEREB, JR.

Berries until almost Christmas.

Barnstable Co., Mass. Feb. 18, 1957. "Please send me another copy of your 1957 strawberry catalog. I gave the one you sent me to a friend in Duxbury who will shortly send you an order for Superfection plants. They are unusual. We were surprised at the berries we got from them until almost Christmas and our Catskill look like we'll have a good crop this spring. You really have wonderful plants." BERTRAM ROSE.

Superfection did very well.

Luzerne Co., Pa. March 15, 1957. "Enclosed please find my order for berry plants. I had some Superfection and Empire plants from you last year that vere very nice. The Superfection with the sawdust mulch did very well and my neighbor was interested in them and has placed a small order with you." EDWARD F. SPACE.

Berries every day—May 27 to Nov. 22

Shenandoah Co., Virginia. April 27, 1957. "It might interest you to know that I have a patch of Superfection everbearers of 600 plants and last year from May 27 to November 22 this patch produced $160.00 worth of beautiful strawberries. I picked berries every other day between the above dates and there never was any intermission, I bought these plants from you. I have what I call a perfect strawberry patch. I do not have a single weed in it and it is mulched with one inch of sawdust." LANDON C. STICKLEY.

GEM

Superfection is also sold as Gem, which was the original name. Also the plants which we bought as Brilliant from two sources proved to be identical with Gem and Superfection. With virus free plants to eliminate differences in vigor of individual stocks you will find Gem and Superfection identical. Order them by either name and you will have the best of the everbearers.

Price list page 32.

Superfection—None Better.

Commonsense Methods for Growing Good Strawberry Crops

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1956 will bear their best crop in May or June 1957. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

FALL PLANTING

Setting plants in late August, September or early October with the idea of getting a partial crop the following May or June is not a good practice. Results in most cases do not justify the extra effort, even if good plants were available, which they usually are not.

Setting the plants in late October or November to get the job done when not so rushed by work as in spring or to avoid the hazards of delayed planting in spring, due to bad weather, frequently is justified. These advantages should be weighed against the time and trouble of mulching through two winters instead of one, and more work in controlling weeds and grass. Usually a part of the fall set plants fail to survive the winter, but those that do survive start earlier and grow better than spring set plants.

With good early dug dormant plants available for spring planting we think fall setting is very rarely justified except in Florida or other sections far South. Recent work with the Pocahontas variety in the Norfolk, Va. area may provide another exception. (See page 18.)

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3—Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. Use of chlorodane (see page 27) makes the use of sod land much safer. With chlorodane we would prefer good sod land to poor cultivated land. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND?

In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 to 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary, but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and

only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons. If used, apply poultry manure to field or garden in the Fall for spring planting.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet. Manure from poultry and broiler houses either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

WHEN SHOULD PLANTS BE SET? EARLY!

The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States, April and May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

SHOULD CHEMICAL FERTILIZERS BE USED? On very fertile garden soils none is needed. On most good soils fertilizer will not prove beneficial if plenty of stable manure of any kind has been applied. On many soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of organic nitrogen and 5 to 10% of phosporus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate or ammonia should be used in these applications only with great care, as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosporous is O. K.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer is necessary. If growth is not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in.	18 "	7,128 "

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best, 5 to 7 is satisfactory.

WHAT CARE DO PLANTS NEED? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O. K.

The very best way to hold plants is in cold storage at 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along

a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 32 Degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments have shown clearly that anyone who cannot normally set plants by April 15th could confidently expect much better results with stored dormant plants than with freshly dug ones.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good which leaves the roots reasonably straight down in the soil, spread some if possible with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dribble, paddle or in larger fields a horse or tractor-drawn transplanter. With plants that have very long roots clipping them off to about 4 to 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture.)

HOW FAR APART SHOULD PLANTS BE SET? In general we recommend setting plants 18 to 20 inches apart in rows 3½ to 4 feet apart. This requires about 7,000 plants per acre. (See Table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants. With the new virus free stock of vigorous growing varieties somewhat wider setting will usually give a satisfactory fruiting row.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 30.

There are many variations of the hill system. One of the most practical looking is to use a double hill row with plants 12 inches apart in the row and 30 inches between each double hill row. This plan makes possible economies in cultivation and runner cutting. All hill system plans require extra plants.

HOEING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best, 1 to 1½ inches deep with the hoe or slightly deeper with horse cultivator.

(1) **Uncover the buds.** At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for sometime but if the bud is smothered the whole plant will eventually die.

(2) **Cut off the blossoms** at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth. For exceptions see page 31.

(3) Most of the **training of new runners** is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled or cut off.

WEED KILLERS. Crab Herbicide No. 1 is the most promising material to date for control of summer weeds and grass in strawberries. Apply just after cultivation. It prevents germination of weed seeds—does not kill established weeds. Apply rate of 2-3 lbs. per acre in 40 gallons of water. Cover soil surface. Each application will check weed growth for 3-5 weeks. No injury to plants unless very hot weather. To control winter and spring growth of chickweed apply chloro I.P.C. 3 lbs. per acre in 50 gallons of water. For us one application in either November or the first half of December has been effective. We doubt if chemical weed control is practical or necessary on very small plots.

Geese are helpful in controlling crab grass. They do not eat weeds. Use about 4 geese per acre; get goslins or young geese, 5 to 6 weeks old. They eat more and trample less than old geese. The field must be fenced in. Supply shade, water,

some extra feeding. Large flocks in one field often trample plants badly. Watch out for dogs.

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results. Use whatever you have or can buy at a reasonable price.

WILL IRRIGATION PAY? If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added or because of a high water table.

Evidence piles up that irrigation during the danger hours will save a strawberry crop from severe frost and freeze damage with temperatures as low as 20° F.

DO STRAWBERRIES NEED SPRAYING? When good varieties are selected and clean healthy plants are used, strawberries do not need spraying

as a rule. Red stele has become serious in some areas. It is avoided by using clean plants on uninfected soil. Red stele can be largely ignored on infected soil by using resistant varieties. Stelemaster and Surecrop have triple red stele resistance. Sparkle, Temple, Fairland, Redglow and Vermilion have high resistance to the most common form of red stele. If you use these kinds red stele need not make much of a dent in your berry profits.

Captan sprays or dusts are proving helpful in reducing fruit rot which can be serious any year, especially bad in wet seasons. Captan can be mixed with applications to control Clipper. Captan dusts are now a standard practice with us. Hill system or well spaced plants help to prevent berry rot. The Clipper, sometimes present near wooded areas, can be controlled by two applications (25 to 35 lbs. each) of proper dust mixture. Consult your County Agent or follow manufacturers' directions.

Some results in 1957 indicate that under certain conditions early Captan sprays fully protected berry beds from the worst known infestation of leaf spot and leaf scorch which practically destroyed the berry crops on other fields in the area.

RENEWING OLD BEDS. Most commercial growers pick one crop of strawberries and then destroy the planting. Generally this is justified. However, when plantings are on good soil, free from weeds with little insect or disease damage, a second crop may be had economically. To renew beds, don't plow away the old bed. Cultivate middles, remove weeds and grasses and possibly fertilize. On thickly set beds remove some of the excess plants. Don't be afraid of hurting the beds. We have used a heavily weighted (100 lbs.) drag very effectively. Train new runners to any vacant places. Mostly the second crop of berries is bourne on the same plants that produced the first crop.

HELPFUL HINTS

Some New—Some Old

1. To control spittle bugs and tarnish plant bugs which cause malformed berries (nubbins) spray thoroughly one time with 50% D.D.T. 2 lbs. per 100 gallons of water as late as possible before plants bloom in spring.

2. How much virus free plants outyield ordinary stock depends on the vigor of the non-virus free plants. At the Ohio Station 68% average increase was obtained on virus free Catskill, Sparkle and Premier. In New Hampshire 83% increase on the same three varieties. In Massachusetts 35% on four leading varieties, and in Nova Scotia on four varieties 310% increase, the amazing increase probably due greatly to lack of plant growth of the ordinary stock.

3. A new spray MH-3 has been used to reduce runner formation and prevent crowded rows. In the test a well-spaced row of plants resulted. We doubt if this is ready yet for commercial use.

4. When sawdust is used as a mulch, the soil will need extra nitrogen. Seven or eight pounds of ammonium sulphate per 100 lbs. of sawdust has been suggested. The Colorado Station states "Sawdust is a good mulch, conserving moisture, supressing weeds and improving heavy soil with no significant effect on the pH of the soil."

5. Chlorodane will pay. About 10 lbs. per acre of actual chlorodane broadcast with fertilizer (25 lbs. 40% material). Many of the things necessary for growing top notch planting stock (page 3) a berry grower cannot afford to do—the use of chlorodane is one of the things he can and should do. It's **fairly** cheap—it's **very** good.

6. There are indications that sprayed applications of growth regulating materials will increase the size of berries and total yield. We doubt if these are yet ready for general use.

FAMILY GARDEN COLLECTIONS

of

"True-Blue" Varieties

Bargains In Gardens - You get the Best and they cost you Less

If you have a garden you must have a berry bed. Order one of these Collections for the health and pleasure of all your family. By ordering from these pages you save a little money and get the same varieties you would select after hours of study. Transportation by mail postage is included in the prices.

POSTPAID—Order all Collections by name, Collection A, Collection B, etc. Collections postpaid anywhere in the U.S.A. at prices quoted.

MIDDLE STATES GARDEN COLLECTIONS

Well adapted for heavy production of luscious berries anywhere in the U.S.A. except extreme northern and extreme southern areas.

MIDLAND—with virus free plants it rates as great.

FAIRFAX—finest quality; the garden berry deluxe!

CATSKILL—big crops of big berries; good for freezing.

TENNESSEE BEAUTY—wonderful new late berry; excellent for freezing.

Collection A— 100 plants, 25 each of the 4 kinds (postpaid).....$ 4.70

Collection B— 200 plants, 50 each of the 4 kinds (postpaid)..... 7.50

Collection C— 400 plants, 100 each of the 4 kinds (postpaid)..... 13.10

Collection D—1000 plants, 250 each of the 4 kinds (postpaid)..... 23.80

EASY FOR BEGINNERS — You need not hesitate planting strawberries in your garden. Beginners can do it well and successfully. Order one of these collections or other varieties from our price list on page 32. You will be delighted with the fine large berries you can grow by following the simple directions given on pages 24 to 27 of the Berry Book.

NORTHERN STATES GARDEN COLLECTIONS

Well adapted for heavy production of excellent berries in northern U.S.A. and Canada, south about to the Ohio River Valley and southern Pennsylvania.

PREMIER—frost proof, sure crop every year.

EMPIRE—gaining in favor because of the flavor.

CATSKILL—big crops of big berries; good for freezing.

SPARKLE—shine like gems; fine quality fresh or frozen.

Collection E— 100 plants, 25 each of the 4 kinds (postpaid).....$ 4.55

Collection F— 200 plants, 50 each of the 4 kinds (postpaid)..... 7.30

Collection G— 400 plants, 100 each of the 4 kinds (postpaid)..... 12.80

Collection H—1000 plants, 250 each of the 4 kinds (postpaid)..... 23.15

NEWEST VARIETY COLLECTIONS

Try these new ones. All have met rigid standards before being released for introduction.

EARLIDAWN—earliest of all.

JERSEYBELLE—high market prices as New Jersey 7A

REDGLOW—outstanding beauty.

SURECROP—midseason, red stele resistant.

Collection K— 100 plants, 25 each of the 4 kinds (postpaid).....$ 5.30

Collection L— 200 plants, 50 each of the 4 kinds (postpaid)..... 8.40

Collection M— 400 plants, 100 each of the 4 kinds (postpaid)..... 14.65

Collection N—1000 plants, 250 each of the 4 kinds (postpaid)..... 26.60

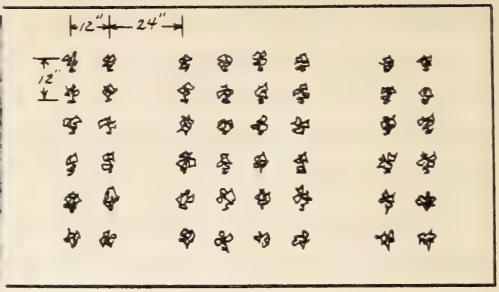
EVERBEARING

FOR BERRIES THIS YEAR

We are not offering any everbearing collections this year. Superfection stands so far above all the others that we feel you should spend your entire efforts on this variety if you are interested in everbearers at all. New methods of culture will help you produce more delicious out of season berries, more pleasure, more profit from them.

THE SAWDUST MULCH SPACED PLANT SYSTEM

The Growing Plants



The Plan

FOR BEST RESULTS WITH EVERBEARERS

USE THE SAWDUST MULCH SPACED PLANT SYSTEM

The Ohio Experiment Station reported 7,000 quarts per acre the first year with Superfection grown under this system. Iowa Station reported yields even larger than Ohio. In Kentucky the Experiment Station reported, with irrigation, 14,000 quarts per acre the first year with Superfection and Gem.

During the last few years many growers in many states have verified the outstanding results obtainable by the sawdust mulch spaced plant system in growing everbearers, first reported a few years ago by the Ohio Station.

A brief summary of the Ohio Station report is given below.

The Ohio Station report states that the latest development in everbearing strawberry production demonstrates that the largest yields, greatest ease and economy of operation and highest profits are to be secured by following a 4-row bed type planting system. (See diagram and picture.)

In this system the plants are set one foot apart in rows which are one foot apart. A two foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August, which are maintained during the remainder of the season.

The plants should be set just as early in the spring as the land can be prepared —late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any, must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.

All blossoms which develop on the new set plants should be removed until early June or a week or two later if plant growth has not been quite vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth in October. The sawdust mulch helps to conserve soil moisture during late summer. If an extended drought occurs the crop can be greatly increased in size and quality by the use of irrigation. All runners should be removed from the plants as fast as they develop. This is essential if highest yields are to be secured.

"The sawdust mulch appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. A full inch of mulch should be maintained."

The spaced-plant sawdust mulch system comes high per acre, with more plants and much hand labor required, but numerous Ohio growers have demonstrated in small and medium sized plantings that a carefully managed patch will give high profits.

This Ohio system and variations of it have been used in recent years in many other states to enable growers to get far more satisfaction from Everbearers then they did before.

VIRUS FREE—REGISTERED

Plants referred to as "virus free" in this catalog have been field grown by us from virus-free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils, and Agricultural Engineering, Beltsville, Maryland. Our field-grown stock has been dusted with parathion to control aphids which transmit the virus diseases. It has also been grown at considerable distances from any other strawberry plants. Since viruses do not produce clear-cut symptoms in most strawberry varieties but simply weaken and devitalize the plants, no guarantee can be made that these plants are 100 percent free of viruses. Because of the measures that we have used to protect these plants from virus infection, we believe them to be substantially virus-free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

INSTRUCTIONS TO PURCHASERS

Terms. Cash with order. Remit by money order, bank draft or cash in registered letter. No C.O.D. shipments without part payment.

Packing. No extra charge made for packing at prices quoted on page 32.

Time of Shipment. We ship plants from November 1st to June 1st. See paragraph on page 25, "When should plants be set?"

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants ordered.

WHEN TO ORDER HOW TO SHIP

Order as soon as you have decided what varieties and how many you want. Plants will be reserved for you. Write plainly so that we can get your name and address correctly for prompt acknowledgement of order and delivery of plants. Be sure to fill in your County on the order sheet.

Express—Cheaper on shipments of 3,000 plants or more and on 2,000 plants in the 5th postal zone or farther. Transportation charges can be collected at time of delivery. There is a minimum express charge of $1.80 on any size shipment.

Parcel Post.—Generally cheapest and most satisfactory for all shipments up to 1,000 plants everywhere, and on larger shipments up to 2,000 plants in the 4th postal zone or nearer. Parcel post charges depend upon weight of shipment and postal zone. On parcel post shipments be sure to include postage figured from the tables and guide below. Send enough postage as an excess will be returned to you. C.O.D. shipments require from 40c to $1.00 additional postage for that service and often delay delivery. **COLLECTIONS offered on pages 28 and 29 are prepaid and no postage need be sent for these.**

WEIGHT OF PLANTS

25 plants 1 lb.
100 plants 4 lbs.
500 plants 20 lbs.
1000 plants 40 lbs.

RESTORED VIGOR SUGGESTION AND CAUTION

Freedom from virus has added so much to the vitality and growth of strawberry plants that we are moved to suggest something that we have always fought against. If you do not have other strawberry plants to furnish you berries for the table this year, why not leave a cluster or two of blossoms on the strongest of your new plants? This will give you some berries to use this season as well as show you what some of the newer varieties look and taste like. By setting the plants a little closer you should be able to have these berries and still produce a good fruiting bed for the following season if growing conditions are favorable. Do not try this extensively unless you have very good springy soil or some kind of irrigation available.

We know of nothing more deadly in your strawberry plantings than to leave all the blossoms and berries on newly set plants. Do not let the above suggestion lead you into leaving too many berries on the strong plants or to neglect the important blossom cutting job after planting.

Late Shipments. All plants ordered shipped after May 15th will be packed and shipped in best possible condition but at purchaser's risk.

Our Guarantee. We guarantee all plants ordered shipped before May 15th to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insect, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

RATE TABLE

Zone	1st Pound	Each Additional Pound
2nd	23 cents	4 cents
3rd	23 cents	5 cents
4th	24 cents	7 cents
5th	26 cents	9 cents
6th	28 cents	12 cents
7th	30 cents	15 cents
8th	32 cents	18 cents

ZONE GUIDE

To help determine postal zone, consult this guide. If you live near places mentioned or nearer to Eastern Maryland, you are in zone indicated. If convenient, ask your Postmaster.

Zone 2—includes Trenton, N. J., Harrisburg, Penna., Philadelphia, Penna., Hagerstown, Md., Charlottesville, Va., Norfolk, Va.

Zone 3—includes Hartford, Conn., New York, N. Y., Pittsburgh, Penna., Roanoke, Va., Wilmington, N. C.

Zone 4—includes Portland, Maine, Boston, Mass., Albany, N. Y., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.

Zone 5—includes Chicago, Ill., St. Paul, Minn., St. Louis, Mo., Little Rock, Ark., New Orleans, La.

Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.

Zone 7—includes El Paso, Texas, Denver, Colo.

Zone 8—includes Salt Lake City, Utah and Pacific Coast States.

PRICE LIST FOR SPRING — 1958

	25 plants	50 plants	100 plants	200 plants	300 plants	400 plants	500 plants	1000 plants	5000 plants
Early Varieties									
★ BLAKEMORE	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	65.00
★ DIXIELAND	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
DORSETT	1.40	2.30	3.70	6.50	8.35	10.00	12.00	18.50	.....
★ EARLIDAWN	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00	.....
★ EMPIRE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ FAIRFAX	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ FLORIDA 90	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ HOWARD 17	1.25	2.05	3.30	5.75	7.40	8.90	10.30	16.50	77.50
★ KLONMORE	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ MIDLAND	1.40	2.35	3.80	6.65	8.55	10.25	11.85	19.00	.....
★ MISSIONARY	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	.....
★ PREMIER	1.25	2.05	3.30	5.75	7.40	8.90	10.30	16.50	77.50
★ SEN. DUNLAP	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
★ STELEMASTER	1.40	2.35	3.80	6.65	8.55	10.25	11.85	19.00	90.00
★ TENN. SHIPPER	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	.....
Midseason Varieties									
BIG JOE	1.40	2.30	3.70	6.50	8.35	10.00	12.00	18.50	.....
★ CATSKILL	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ POCAHONTAS	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ REDGLOW	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00	95.00
★ SURECROP	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00	95.00
TEMPLE	1.40	2.30	3.70	6.50	8.35	10.00	12.00	18.50	.....
Late Varieties									
★ ARMORE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
ERIE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
JERSEYBELLE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ KARDINAL KING	1.25	2.05	3.30	5.75	7.40	8.90	10.30	16.50	77.50
★ MASSEY	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	.....
★ ROBINSON	1.25	2.05	3.30	5.75	7.40	8.90	10.30	16.50	77.50
★ SPARKLE	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ TENN. BEAUTY	1.25	2.05	3.30	5.75	7.40	8.90	10.30	16.50	77.50
★ VERMILLION	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	.....
Very Late Varieties									
AMBROSIA	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	.....
★ REDSTAR	1.40	2.35	3.80	6.65	8.55	10.25	11.85	19.00	.....
Everbearing Varieties									
★ GEM	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	.....
RED RICH	5.00	8.50	15.00	27.50	39.00	.....	.....	.....	.....
★ SUPERFECTION	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	.....

★ Our plants of these varieties are grown from virus free stocks
Premier and Howard 17 available in regular and virus free stocks

W. F. ALLEN COMPANY
SALISBURY, MARYLAND

All plants f.o.b. Salisbury, Maryland, at prices quoted, express or parcel post charges extra.

On quantities of more than 5,000 plants of one variety, write for quantity rate.

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND OCTOBER.

PLANTS LIKE THESE — THEY PAY —

GROW BEDS LIKE THESE — THEY PAY.

Pocahontas

Amazing
New
Variety
for
VIGOR
YIELD
PROFIT.

W. F. ALLEN Company

SALISBURY · MARYLAND

With
Freedom
from
Virus

Midland

Regains it's
place as one
of the BEST of
all FINE Strawberries